

Appl. No. 10/726,432
Amdt. dated August 3, 2006
Reply to Office action of May 9, 2006

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.-2. (Cancelled).

3. (Currently amended) A method comprising:
providing information regarding an online auction to a computer system;
and
predicting, by a software program executing on the computer system, an
auction outcome for each of a plurality of potential feedback rules
for the online auction by the method as defined in claim 2 wherein
providing predicted auction outcomes further comprises:
ranking, by the software program, each of the plurality of
potential feedback rules based on the predicted
outcomes; and
providing the ranking to the auction end-user;
allowing an auction end-user to select a feedback rule to implement from
the plurality of potential feedback rules based on the predicted
auction outcomes.

4. (Currently amended) The method as defined in claim ~~[[1]]~~ 3 wherein predicting further comprises modeling an outcome for each of the plurality of potential feedback rules.

5. (Original) The method as defined in claim 4 wherein modeling the outcome for each of the plurality of potential feedback rules further comprises calculating a statistical distribution of possible outcomes for each of the plurality of potential feedback rules.

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6.-7. (Cancelled).

8. (Currently amended) A computer system comprising:
a processor; and
a non-volatile memory coupled to the processor and storing an auction
program;
wherein the processor executes the auction program stored on the non-
volatile memory and predicts an auction outcome for each of a
plurality of feedback rules; and ~~The computer system as defined in~~
~~claim 6~~
wherein the processor, executing the auction program, selects one of the
plurality of feedback rules to implement based on the predicted
auction outcomes.

9. (Currently amended) The computer system as defined in claim ~~[[6]]~~ 8
wherein the processor, executing the auction program, models a plurality of
outcomes for an auction, one each for each of the plurality of feedback rules.

10. (Original) The computer system as defined in claim 9 wherein the
processor predicts a final outcome for each of the plurality of feedback rules.

11. (Original) The computer system as defined in claim 9 wherein the
processor calculates a statistical distribution of outcomes for each of the plurality
of feedback rules.

12. (Cancelled).

13. (Currently amended) A computer readable media storing instructions
executable by a computer system, and when executed the instructions implement
a method comprising:
accepting parameters of an online auction from an auction end-user;

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modeling, for each of a plurality of feedback rules, an auction outcome
using, at least in part, the parameters supplied by the auction end-
user; and
holding an online auction based on the parameters of the online auction
and using one of the plurality of feedback rules selected based on
the modeling~~The computer readable media as defined in claim 12~~
~~wherein holding the online auction further comprises holding an~~
~~online auction using one of the plurality of feedback rules and~~
selected by the instructions executed by the computer program
based on the modeling.

14. (Cancelled).

15. (Currently amended) The computer readable media as defined in claim
[[12]] 13 wherein modeling, for each of the plurality of feedback rules, the auction
outcome further comprises calculating a statistical distribution of possible
outcomes for each of the plurality of feedback rules.

16. (Currently amended) The computer readable media as defined in claim 15
further comprising, before the holding step:
providing the statistical distributions of possible outcomes for each of the
plurality of feedback rules to the auction end-user; and then
allowing the auction end-user to select a feedback rule to implement.

17. (Currently amended) The computer readable media as defined in claim 16
wherein the providing step further comprises:
ranking each of the plurality of feedback rules based on statistical
distributions of possible outcomes; and
providing the ranking to the auction end-user.

18.-19. (Cancelled).

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20. (Currently amended) A computer system comprising:
a means for reading and executing programs; and
a means for storing an auction program coupled to the means for reading
and executing;
wherein the means for reading and executing programs executes the
auction program stored on the means for storing, predicts an
auction outcome for each of a plurality of potential feedback rules
~~The computer system as defined in claim 18 wherein the means for~~
~~reading and executing programs, and~~ selects one of the plurality of
feedback rules to implement based on the predicted auction
outcomes.